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## AMA Outreach Program

* Like recruiting for TMA, it’s important to get a head start.
* Over the summer, consider obtaining the home addresses of incoming students for the fall semester and send a personalized recruitment letter.
* AMA orientation recruitment occurs simultaneously with TMA recruitment.
* Students who join AMA for a 4-year membership will receive their choice of an incentive gift.
* This is typically where students obtain their copy of First Aid
* Other recruitment ideas chapters may consider are a summer welcome letter; mid-semester lecture series; member/nonmember e-mail list serve; brochures and applications in school mailboxes; flyers; marketing through social media; informational luncheons; “open bar” coffee hours, or even yoga classes. You can be creative when thinking about what events would work at your school.
* The TMA application serves as a dual application for AMA and it’s often easiest to recruit for both organizations at once.
* Allow students to pay AMA dues online when they make their account instead of accepting checks.
* For some events, you can offer members perks like a meal or free yoga mat if they’ve already registered for the AMA and can show you their membership.
* A TMA recruitment representative or the MSS Coordinator can provide sample speeches, letters, and talking points.

### Outreach Program Rewards

* Rewards for AMA recruitment include recognition for AMA-MSS chapters and recruiters and cash incentives for student chapters.
* Chapter incentive awards are to be used for expenses incurred by student representatives at the Interim and Annual Meetings.
* Chapters receive incentive awards equal to a percentage of all membership dues collected. (To level the playing field, smaller classes receive higher percentages.)
* AMA must receive dues by October 2 to qualify for first round award check delivered in November/December. This date may change yearly, so keep an eye on it.
* Dues collected by February 1 will qualify for the second round rebate check sent in March.
* The Chapter Recruitment Competition enables your chapter to win an additional $200 bonus depending on your membership numbers.
* Your chapter must enroll in the Chapter Recruitment Competition to be eligible. To enroll, contact the AMA MSS coordinator.
* This competition is based on the number of new members from the first-year class recruited for **four-year multi-year membership.**